

Job Description

Job Title:	Face to Face Information Officer
Weekly Hours:	14
Based At:	Various locations throughout Cumbria
Reports To:	Membership Development Manager

Job Purpose:

Increasing the Trust's memberships by recruiting new members at pre-booked venues and events, to talk to and maintain positive relationships with existing members who come into contact with officers.

Special Features of the Role:

Key relationships include working with the Membership Development Manager, venue booker and other information officers. Meetings and training sessions will be held at The Trusts Headquarters in Kendal. A full UK driving licence and access to a vehicle will be essential for this role due to the various locations.

Main Responsibilities and Accountabilities:

The role of the information officer is to engage with as many people as possible, talk about Cumbria Wildlife Trust, and encourage people to support the work we do by becoming members. The officers are required to fill in a digital application form for each new membership.

Face to Face information officers attend pre-booked venues and events, such as garden centres, nature reserves, supermarkets, farmer's markets, festivals and village and County shows

We encourage people to join by Direct Debit and invite them to subscribe at rates above the minimum level of £3.75 per month for an individual; the average monthly subscription is between £5 and £10.

Cumbria Wildlife Trust wishes to deal honestly with the public; our approach is relaxed and friendly.

Information officers will come into contact with people who are already members of Cumbria Wildlife Trust, this is a great opportunity to thank them for their support and tell them how important their membership is.

Information officers are provided with relevant resources and branded clothing. The officer and all resources should be well presented at all times.

Liaising with the Membership Development Manager and Venue booker about locations, venues and any extra resources required. Information officers will be required to send new membership forms, work record sheets, and timesheets to the Trust every week.

Information officers are measured by looking at the income generated in memberships versus the recruiting hours the Trust pays the Officer. The minimum percentage of membership income to an officer's hourly salary acceptable to the Trust is 75%.

Any other duties that may reasonably arise from time to time.

All tasks and responsibilities are to be carried out in accordance with the Trust's policies and procedures.

Date: December 2025

Person Specification

Post Title: Face to Face Information Officer

1. Qualifications & Experience:

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Able to quickly build a rapport with the public	•	
2.	Organisation of paperwork and form filling	•	
3.	Able to adapt approach to suit different individuals and events	•	
4.	Working in customer-facing roles	•	
5.	Experience in a similar role or in a face to face environment		•
6.	Sales training: evidence of sales results		•

2. Knowledge & Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Full UK driving licence and access to a vehicle which must be suitably insured to include use in carrying out the duties	•	
2.	General knowledge about wildlife		•

3. Personal Qualities:

The post holder should possess the following:

		Essential	Desirable
1.	Ability to maintain high levels of enthusiasm and self-motivation	•	
2.	Ability to work well on their own initiative	•	
3.	Ability to be flexible and respond to changing situations	•	
4.	Excellent communication skills	•	
5.	Embraces the use of new technology	•	
6.	Tact and diplomacy	•	
7.	Ability to work effectively under pressure	•	
8.	Enthusiasm for wildlife/conservation	•	